



BROADWAY PLAZA
WALNUT CREEK, CA

MARKET PROFILE 2024

MAJOR RETAILERS Apple, Life Time Walnut Creek, Macy's, Nordstrom

RESTAURANTS & ENTERTAINMENT Boudin, Cholita Linda, Cocola Bakery,
Nordstrom Marketplace Cafe, True Food Kitchen

PROPERTY TYPE Open-air Regional Shopping Center | **TOTAL SQUARE FEET** 996,000 | **BUILT / RENOVATED** 1951 / 2014

FOR MORE INFORMATION 925-939-7601 | Macerich.com



DEMOGRAPHIC SUMMARY

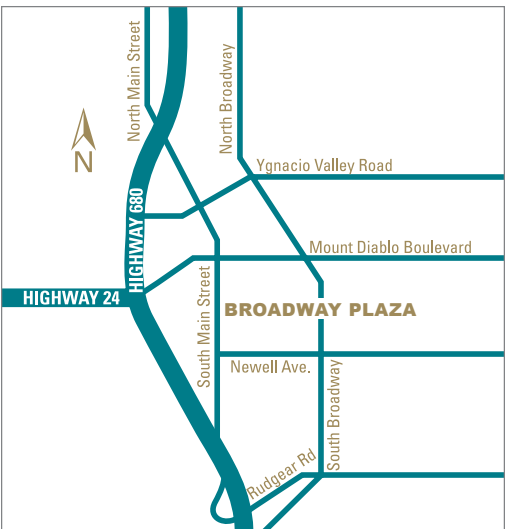
| POPULATION | PRIMARY TRADE AREA | | TOTAL TRADE AREA | | SAN FRANCISCO-OAKLAND-BERKELEY, CA [MSA] | |
|---------------------------------|--------------------|-------|------------------|-------|--|-------|
| 2023 Total Population | 545,833 | | 1,195,946 | | 4,788,510 | |
| 2028 Total Population | 551,009 | | 1,209,508 | | 4,826,082 | |
| 2023-2028 Population Growth | 0.9% | | 1.1% | | 0.8% | |
| HOUSEHOLDS | | | | | | |
| 2023 Total Households | 199,251 | | 425,800 | | 1,763,975 | |
| 2028 Total Households | 201,095 | | 430,746 | | 1,780,291 | |
| 2023-2028 Household Growth | 0.9% | | 1.2% | | 0.9% | |
| INCOME | | | | | | |
| Average Household Income | \$192,383 | | \$182,877 | | \$178,574 | |
| Median Household Income | \$132,229 | | \$129,716 | | \$122,627 | |
| Per Capita Income | \$70,221 | | \$65,106 | | \$65,970 | |
| HOUSEHOLD INCOME RANGES | | | | | | |
| \$50,000 + | 162,418 | 81.5% | 347,747 | 81.7% | 1,389,318 | 78.8% |
| \$75,000 + | 142,957 | 71.7% | 305,527 | 71.8% | 1,208,436 | 68.5% |
| \$100,000 + | 124,005 | 62.2% | 264,237 | 62.1% | 1,042,271 | 59.1% |
| \$150,000 + | 90,253 | 45.3% | 188,706 | 44.3% | 747,863 | 42.4% |
| AGE | | | | | | |
| Median Age | 41.7 | | 40.5 | | 40.0 | |
| EDUCATION / OCCUPATION | | | | | | |
| Bachelor's Degree Plus | 220,713 | 57.2% | 441,132 | 52.6% | 1,866,182 | 54.3% |
| White Collar | 201,760 | 74.1% | 437,531 | 72.6% | 1,892,833 | 72.6% |
| RACE/ETHNICITY | | | | | | |
| White | 262,365 | 48.1% | 528,763 | 44.2% | 1,795,856 | 37.5% |
| Black/African American | 26,366 | 4.8% | 86,717 | 7.3% | 338,578 | 7.1% |
| American Indian | 4,063 | 0.7% | 9,829 | 0.8% | 49,854 | 1.0% |
| Asian | 118,993 | 21.8% | 279,469 | 23.4% | 1,370,217 | 28.6% |
| Pacific Islander | 2,274 | 0.4% | 6,126 | 0.5% | 33,538 | 0.7% |
| Other Race | 131,773 | 24.1% | 285,042 | 23.8% | 1,200,467 | 25.1% |
| Hispanic or Latino | 120,717 | 22.1% | 265,320 | 22.2% | 1,130,092 | 23.6% |
| Not Hispanic or Latino | 425,116 | 77.9% | 930,626 | 77.8% | 3,658,418 | 76.4% |
| EMPLOYMENT / DAYTIME POPULATION | | | | | | |
| | 1 MILE | | 3 MILE | | 5 MILE | |
| Total Businesses | 2,728 | | 6,422 | | 11,088 | |
| Total Employees | 25,485 | | 61,832 | | 98,341 | |
| Daytime Population | 33,921 | | 121,969 | | 217,521 | |

TRADE AREA MAP



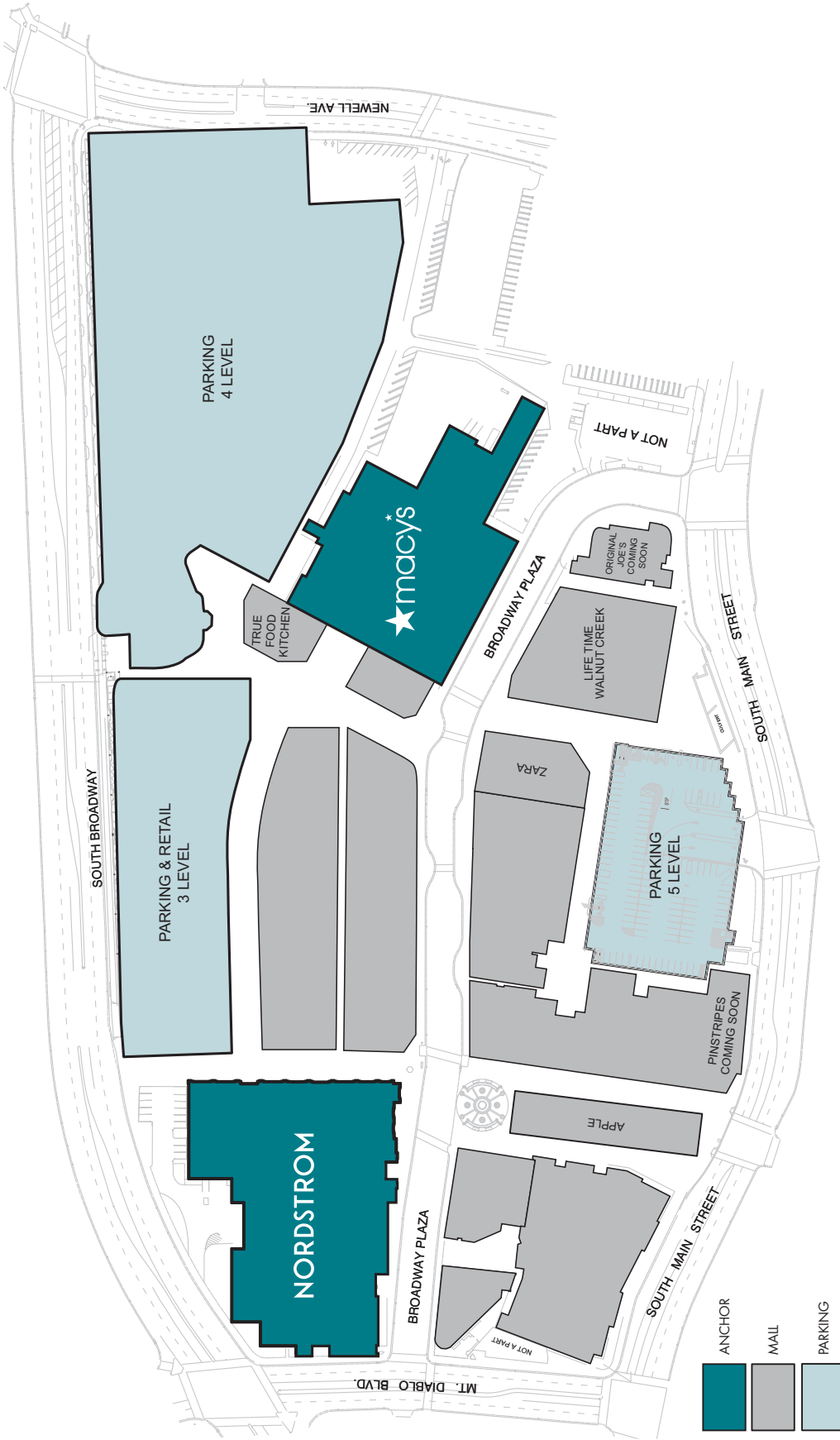
LEGEND

- ★ BROADWAY PLAZA
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW

SITE PLAN



MARKET FACT SHEET

RECENT REDEVELOPMENT
BROUGHT NEW RETAIL
TO BROADWAY PLAZA/
WALNUT CREEK SHOPPING
DISTRICT, WHICH IS
COMPARABLE TO
DOWNTOWN
SAN FRANCISCO

WALNUT CREEK RECEIVES
AN A+ AND IS ONE OF THE
BEST PLACES TO LIVE IN
CALIFORNIA

- RANKED #12 OUT OF 822
IN BEST PLACES TO RETIRE
- RANKED #39 OUT OF 528 IN
BEST SUBURBS FOR YOUNG
PROFESSIONALS
- RANKED #42 OUT OF 528
IN BEST SUBURBS TO LIVE
(NICHE)

WELL-ESTABLISHED BAY
AREA RETAIL BRANDS

ALLBIRDS
APPLE
ATHLETA
BANANA REPUBLIC
BOUDIN BAKERY
BRILLIANT EARTH
CHOLITA LINDA
MADISON REED
OLD NAVY
ORIGINAL JOE'S
PADIS JEWELRY
SEE'S CANDIES
TESLA
THIRD LOVE

A GROWING COMMUNITY:
MORE THAN 20
MULTI-FAMILY
RESIDENTIAL PROJECTS
WITH 1,500 UNITS
RECENTLY OPENED,
UNDER CONSTRUCTION
OR PLANNED

TYPICAL HOME VALUE
\$1.1 MILLION
IN WALNUT CREEK
(ZILLOW)

DAYTIME
POPULATION
OF 122K
WITHIN 3 MILES
OF THE CENTER



WALNUT CREEK,
THE JEWEL OF THE EAST BAY:
AT THE FOOT OF MT. DIABLO
MOUNTAINS, OFFERS EASY
ACCESS TO MAJOR FREEWAYS
AND WALNUT CREEK
BART STATION, WHERE A
NEW TRANSIT VILLAGE IS
UNDER CONSTRUCTION

2.5 MILLION SQUARE FEET
OF SHOPPING, DINING AND REGIONAL ARTS

2.7 MILLION SQUARE FEET
OF PROFESSIONAL OFFICES IN WALNUT CREEK

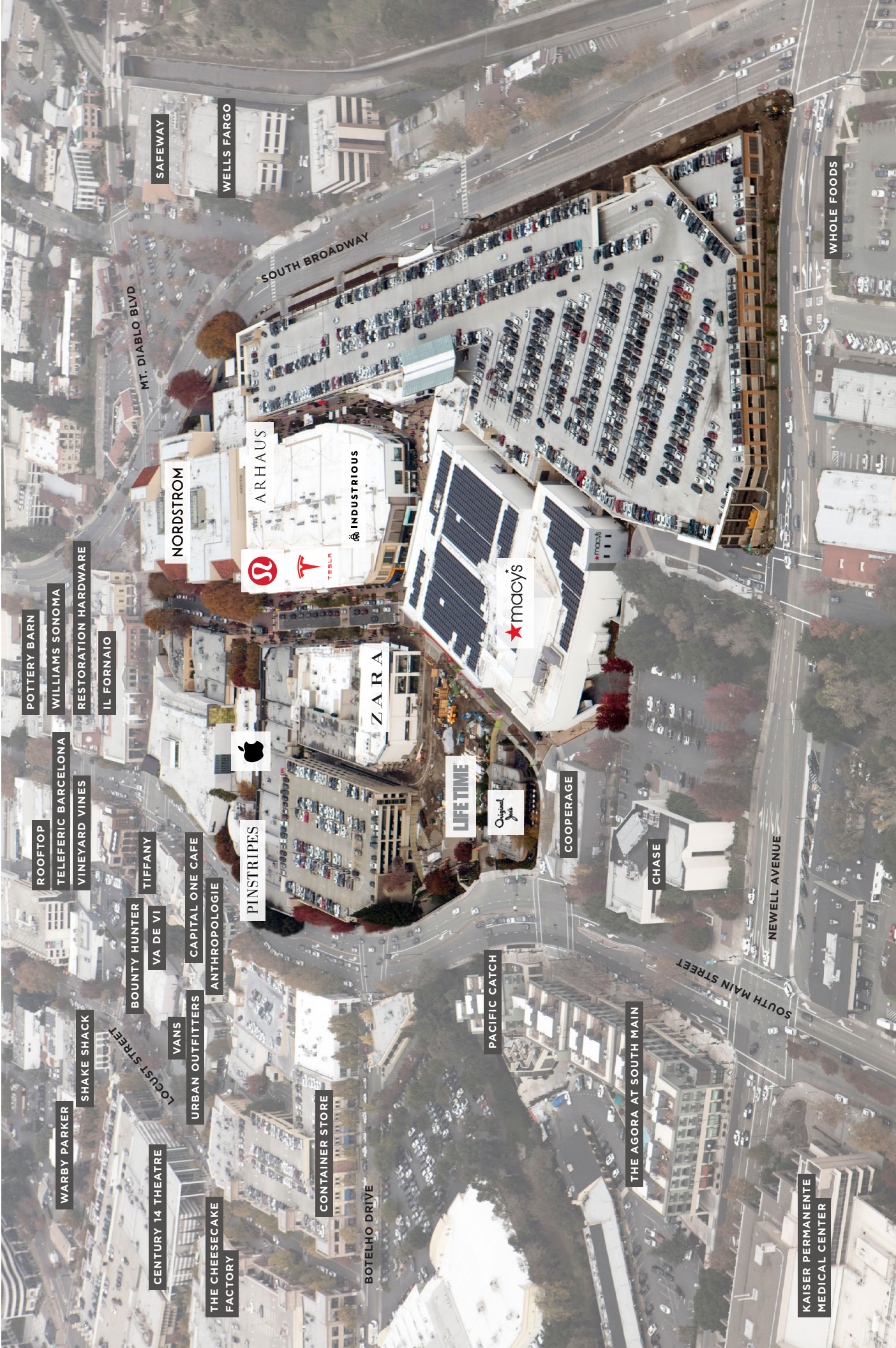
THE CITY OF WALNUT CREEK MANAGES MORE THAN 3,000 ACRES OF
OPEN SPACE AND OVER 7 MILES OF **NEIGHBORHOOD TRAILS**



BROADWAY PLAZA

MAJOR RETAILERS INCLUDE:

- MACY'S
- NORDSTROM
- APPLE
- ARHAUS
- INDUSTRIOUS
- LIFE TIME WALNUT CREEK
- LULULEMON
- ORIGINAL JOE'S (OPENING 2024)
- PINSTRIPES (OPENING 2024)
- TESLA
- ZARA
- ALO YOGA
- CHANEL FRAGRANCE & BEAUTY
- LOUIS VUITTON
- NESPRESSO
- SEPHORA
- SOULCYCLE
- THIRD LOVE
- TRAVISMATHEW
- TRUE FOOD KITCHEN



WARBY PARKER

SHAKE SHACK

CENTURY 14 THEATRE

THE CHEESECAKE FACTORY

CONTAINER STORE

BOTELHO DRIVE

ROOFTOP

TELEFERIC BARCELONA

VINEYARD VINES

BOUNTY HUNTER

VA DE VI

CAPITAL ONE CAFE

ANTHROPOLOGIE

PINSTRIPES



ZARA

POTTERY BARN

WILLIAMS SONOMA

RESTORATION HARDWARE

IL FORNAIO

NORDSTROM

ARHAUS

INDUSTRIOUS



macy's

LIFE TIME



COOPERAGE

CHASE

PACIFIC CATCH

THE AGORA AT SOUTH MAIN

KAISER PERMANENTE MEDICAL CENTER

LOCUST STREET

MT. DIABLO BLVD

SOUTH BROADWAY

SAFeway

WELLS FARGO

WHOLE FOODS

NEWELL AVENUE

SOUTH MAIN STREET

NORTH